How to measure it? – Determining the ROI of Influencer Marketing Campaigns

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Influencer Marketing is becoming increasingly important as a strategic marketing tool for a wide range of business forms. Especially young target groups can hardly be reached via the classic marketing channels such as TV or print. Bloggers and influencers are increasingly used to reach these target groups and influence their purchasing decision-making process.

The aim of the master thesis is to provide an overview of the used methods to measure the effect of influencer campaigns and to critically question their accuracy. Within an empirical research with one or several selected examples (videos and/or pictures), the success of the used Influencer Marketing should be measured. In addition, an outlook for future research needs should be given.

Introductory Literature:


